


<b>INFORMATION DISCLOSURE CITATION</b>				Docket Number 99-078		Serial Number 09/540,034	
				Applicants WALKER et al.			
				Filing Date March 31, 2000		Group Art Unit 2761	



U.S. PATENT DOCUMENTS							
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
TB	A	4,491,725	01/01/85	Pritchard	235	383	
	B	4,667,292	05/19/87	Mohlenbrock et al. ✓	364	406	
	C	4,750,119	06/07/88	Cohen et al. ✓	364	401	
	D	4,833,308	05/23/89	Humble ✓	235	383	
	E	4,982,346	01/01/91	Girouard et al. ✓	364	406	
	F	5,003,384	03/26/91	Durden et al. ✓	358	84	
	G	5,025,372	06/18/91	Burton et al. ✓	364	406	
	H	5,173,851	12/22/92	Off et al. ✓	364	401	
	I	Re. 34,380	09/14/93	Sleeve ✓	379	67	
	J	5,287,268	02/15/94	McCarthy ✓	364	405	
	K	5,297,026	03/22/94	Hoffman ✓	364	408	

FOREIGN PATENT DOCUMENTS								
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No
TB	L	WO 96/31848 A2	10/10/96	PCT ✓				
	M	WO 98/06050 A1	02/12/98	PCT ✓				


  

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)		
TB	N	Rozen, Miriam, "What's New in Joint Promotions?", The New York Times, March 10, 1985, Section 3, Column 1 at pg. 23.
I	O	Katcher, P. Royall, "Getting Products to Consumers; The Basics of Retailing, Part 2", Automotive Marketing, May 1990, Vol. 19, No. 5 at pg. 35, ISSN: 0193-3264.

EXAMINER <i>Zi B</i>	DATE CONSIDERED: <i>December 30, 2002</i>
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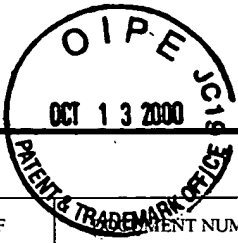
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U.S. PATENT DOCUMENTS							
EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
TB	P	5,319,542	06/07/94	King, Jr. et al.	364	401	
	Q	5,333,186	07/26/94	Gupta ✓	379	201	
	R	5,380,991	01/10/95	Valencia et al. ✓	235	156	
	S	5,420,606	05/30/95	Begum et al. ✓	345	156	
	T	5,515,270	05/07/96	Weinblatt ✓	364	406	
	U	5,537,314	07/16/96	Kanter ✓	364	406	
	V	5,619,558	04/08/97	Jheeta ✓	379	90	
	W	5,636,346	06/03/97	Saxe ✓	395	201	
	X	5,652,784	07/29/97	Blen et al. ✓	379	67	
	Y	5,687,322	11/11/97	Deaton et al. ✓	395	214	
	Z	5,694,551	12/02/97	Doyle et al. ✓	395	226	

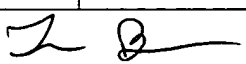
FOREIGN PATENT DOCUMENTS								
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)		
TB	AA	Shaw, Robert, "How the Smart Card is Changing Retailing", Long Range Planning, 1991, Vol. 24, No. 1 at pp. 111 to 114.
1	BB	"Checkstands Boost Supermarket Profits", Chain Store Age Executive, Checkstand Design and Productivity, December 1991 at pg. 158.

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U.S. PATENT DOCUMENTS								
EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	CLASS	FILING DATE IF APPROPRIATE	
TB	CC	5,710,884	01/20/98	Dedrick	395	200.47		
	DD	5,717,860	02/10/98	Graber et al. ✓	395	200.12		
	EE	5,721,827	02/24/98	Logan et al. ✓	395	200.47		
	FF	5,724,521	03/03/98	Dedrick ✓	395	226		
	GG	5,727,153	03/10/98	Powell ✓	395	214		
	HH	5,734,838	03/31/98	Robinson et al. ✓	395	214		
	II	5,752,238	05/12/98	Dedrick ✓	705	14		
	JJ	5,761,648	06/02/98	Golden et al. ✓	705	14		
	KK	5,774,868	06/30/98	Cragun et al. ✓	705	10		
	LL	5,794,207	08/11/98	Walker et al. ✓	705	23		
	MM	5,794,210	08/11/98	Goldhaber et al. ✓	705	14		
FOREIGN PATENT DOCUMENTS								
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							Yes	No
OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)								
TB	NN	Pogoda, Dianne M., "G.E.C.C. Offers Credit Card with Discounts, Rebates; General Electric Capital Corp., Brief Article", WWD (Women's Wear Daily), September 3, 1992, Vol. 164, No. 46 at Pg. 7, ISSN: 0149-5380.						
	OO	"Set-top 'Converger'; Interactive Initiatives Abound at NCTA Convention", Communications Daily, June 10, 1993, Vol. 13, No. 111 at pg. 9.						
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### U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
TB	PP	5,794,220	08/11/98	Hunt	705	40	
	QQ	5,794,221	08/11/98	Egendorf ✓	705	40	
	RR	5,806,044	09/08/98	Powell ✓	705	14	
	SS	5,806,045	09/08/98	Biorge et al. ✓	705	14	
	TT	5,812,769	09/22/98	Graber et al. ✓	395	20.12	
	UU	5,819,092	10/06/98	Ferguson et al. ✓	395	7	
	VV	5,822,736	10/13/98	Hartman et al. ✓	705	1	
	WW	5,839,119	11/17/98	Krsul et al. ✓	705	39	
	XX	5,855,008	12/29/98	Goldhaber et al. ✓	705	14	
	YY	5,857,175	01/05/99	Day et al. ✓	705	14	
	ZZ	5,864,822	01/26/99	Baker, III ✓	705	14	

### FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
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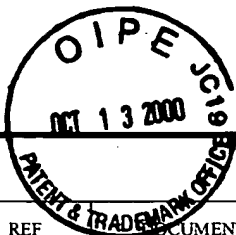
### OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

TB	AAA	Mandese, Joe, "Interactive Puts Radio at Crossroads; Out-of-Home Role, Tapping into Digital Tech Could Ensure Future", Advertising Age, News, October 25, 1993 at pg. 12.
I	BBB	Kristof, Kathy, Los Angeles times Syndicate, "Card Sharks Are in Season; Be Wary of Discounts and Rebates as You Shop Around for Good Credit Deals", Chicago Tribune, Your Money, November 23, 1993 at Pg. 9, Zone C.

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2761

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIATE
TB	CCC	5,870,030	02/09/99	DeLuca et al. ✓	340	825.44	
	DDD	5,873,068	02/16/99	Beaumont et al. ✓	705	14	
	EEE	5,873,069	02/16/99	Reuhl et al. ✓	705	20	
	FFF	5,884,292	03/16/99	Baker et al. ✓	705	403	
	GGG	5,890,135	03/30/99	Powell ✓	705	14	
	HHH	5,923,016	07/13/99	Fredregill et al. ✓	235	380	

## FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation	
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## OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

TB	III	Rosenberg, Joyce M., "GE Capital Comes to Macy's Aid Again", AP Worldstream, Financial Pages, February 17, 1994.
	JJJ	Ellis, Stephen, "Credit Card Firms Drive Down Costs", Sunday Times Features Section, February 27, 1994. ✓
	KKK	Patch, Kimberly, "Sled InterNIC Debut Internet Services; Sled Corp Offers Electronic Coupons for Encryption Software; InterNIC Information Services Launches InfoGuide to Internet Computer Network", PC Week, May 16, 1994, Vol. 11 No. 19 at Pg. 130, ISSN: 0740-1604. ✓
	LLL	Ratcliffe, Mitch, "Lucie; Interactive Information, Advertising Stands Upright, Prepares to Walk; Information Presentation Technologies Inc.'s Local Use Consumer Interactive Environment", Digital Media, June 8, 1994, Vol. 4, No. 1 at pg. 14, ISSN: 1056-7038. ✓

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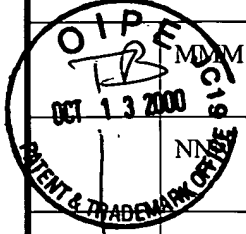
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Group A Unit

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Armstrong, Larry, "Coupon Clippers, Save Your Scissors", Vons Supermarkets are revolutionizing the delivery of discounts. Business Week, June 20, 1994, No. 3377 at pg. 164. ✓

Bowles, Bob, Andreasen, Lois, "ADSI: Maximizing the Synergy between the Network and Terminals; Analog Display Services Interface", Telephony, August 29, 1994, Vol. 227 No. 9 at pg. 20, ISSN: 0040-2656. ✓

OOO

Block, Valerie, "GM Turns up the Heat with Plan to Cross-Sell Some Financial Products, The American Banker, November 18, 1994, Credit/Debit/ATMs at Pg. 16. ✓

PPP

Wildstrom, Stephen H., "Pagers that Can Spell it All Out", Business Week, January 16, 1995, Technology & You Section, Number 3407 at Pg. 16. ✓

QQQ

Ratcliffe, Mitch, "All Roads Lead to Microsoft? Microsoft's 'Windows Everywhere' Strategy", Digital Media, March 6, 1995, Vol. 4 No. 10 at pg. 3, ISSN: 1056-7038. ✓

RRR

Meece, Mickey, "Big Finance Companies May Want Piece of Limited's Private-Label Card Program", The American Banker, April 12, 1995, Credit/Debit/ATMS Section at Pg. 8. ✓

SSS

Schrage, Michael, "Free Stuff! Predatory Pricing or Creative Cross-Promotion? You Be the Judge; The Beta Version, Industry Trend or Event, Column", Marketing Computers, October 1995, Vol. 15 No. 9 at Pg. 24, ISSN: 0895-5697. ✓

TTT

Various Communications-related Articles in Communications Daily, May 15, 1996, Vol. 16 No. 95 at pg. 4. ✓

UUU

Marshall, Kyle, "More Phone Choices Ring In", The News and Observer (Raleigh, NC), August 13, 1996, Business Section at Pg. D1.

VVV

Nolle, Tom, "Overcoming Cellular Déjà vu; Personal Communications Services", America's Network, September 15, 1996, Vol. 100 No. 18 at pg. 70, ISSN: 1075-5292. ✓

WWW

Meece, Mickey, "Mastercard, Retailers Testing Point of Sale Discounts Program", September 24, 1996, Credit/Debit/ATMS at pg. 14. ✓

XXX

"Battle of the Bogoff: Roderick Oram on a Clash between Retailers and Manufacturers", Financial Times (London), October 24, 1996, Management, Marketing and Advertising at pg. 14. ✓

YYY

Wessel, Harry, "Rewarding Experience?; Credit Cards Offering Bonuses Not for Everyone", Chicago Tribune, November 4, 1996, Your Money at Pg. 1, Zone C. ✓

ZZZ

AT&T Wireless Adds Convenience to Buying Cellular Service", M2 Communications Ltd. 1996; M2 Presswire, November 20, 1996 ✓

AAAA

Selasky, Susan, "Easy-to-Swallow Savings; Diner Credit Cards Serve Wide Menu of Discounts", Pittsburgh Post-Gazette, December 5, 1996, Food Section at Pg. F-2. ✓

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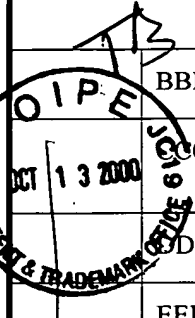
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	BBBB	"Merger Creates Alliance", Credit Risk Management Report, December 16, 1996, Vol. 6 No. 25.	
	CCCC	US Patent Application No. 08/769,085 entitled, "Slot Machine Advertising/Sales System and Method", filed December 18, 1996.	
	DDDD	"SNET Cellular Value Plans", SNET Digital Value Plans", SNET Price Plans Brochure, 1997. ✓	
	EEEE	Higgins, Stephen, "Digital Phone Service on the Way", New Haven Register, January 7, 1997, Business Dateline at Pg. D1. ✓	
	FFFF	Beyer, Leslie, "Target Marketing Made Easy; Supermarkets", Delta Communications Inc., Grocery Marketing, February 1997, Vol. 63 No. 2 at pg. 45, ISSN: 0888-0360. ✓	
	GGGG	Kerstetter, Jim, "E-Commerce Updates get Intelligent Agents; Electronic Commerce; Brief Article Product Announcement", Information Access Company, PC Week, February 3, 1997, Vol. 14 No. 5 at Pg. 6, ISSN: 0740-1604, IAC-ACC-NO: 19124919. ✓	
	HHHH	Warner, Bernhard, "Ads in the Ether on PCs, Phones, Pagers (Will Customers Accept Promo Beeps?)", Brandweek, March 31, 1997 at pg. 48. ✓	
	IIII	Barlow, Rick, "Relationship Marketing: Coalition Marketing is Coming Back", Brandweek, April 28, 1997. ✓	
	JJJJ	"Emagnet Plans to Push its Way into Consumer Mindset Pocketbook", Interactive PR and Marketing News, May 30, 1997, Vol. 4 No. 22. ✓	
	KKKK	US Patent Application No. 08/880,404 entitled, "Instant Credit Card Marketing System", filed June 23, 1997.	
LLLL	US Patent Application No. 08/889,319 entitled, "Conditional Purchase Offer Management System", filed July 8, 1997.		
MMMM	Gilligan, Gregory, Credit Cards from Retail Stores a Mixed Blessing for Shoppers", The Richmond Times Dispatch, July 20, 1997, Business Section at Pg. E-1. ✓		
NNNN	Simon, Ruth, "Make Sure your Rebate Card Still Delivers the Goods", Money Magazine, August 1997, Your Money Monitor Section at Pg. 42. ✓		
OOOO	Williams, Martyn, "Internet Update", Post-Newsweek Business Information Inc., Newsbytes, August 4, 1997. ✓		
PPPP	Fitzgerald, Beth, "New Jersey-based SCA Helps Private Label Credit Cards Take Off", The Star-Ledger, August 4, 1997. ✓		
QQQQ	Sanders, Edmund, Orange County Register; "Tricky Business; The Magic of Rebate Cards Can Quickly Disappear", Chicago Tribune, August 18, 1997, Your Money Section at Pg. 1, ZONE: C. ✓		
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TB	A	4,484,733	11/27/84	Loos et al.	270	54	
	B	5,060,165	10/22/91	Schumacher et al. ✓	364	478	
	C	5,200,889	04/06/93	Mori ✓	364	401	
	D	5,367,450	11/22/94	Pintsov ✓	364	401	
	E	Re. 34,954	05/30/95	Haber et al. ✓	380	49	
	F	5,434,394	07/18/95	Roach et al. ✓	235	375	
	G	5,537,314	07/16/96	Kanter ✓	364	406	
	H	5,570,417	10/29/96	Byers ✓	379	115	
	I	5,655,089	08/05/97	Bucci ✓	395	240	
	J	5,684,965	11/04/97	Pickering ✓	395	234	
	K	5,724,525	03/03/98	Beyers, II et al. ✓	395	240	

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GROUP 3600**FOREIGN PATENT DOCUMENTS**

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							Yes	No
TB	L	JP 05257950 A	10/08/93	Japan (Abstract) ✓				
I	M	EP 0 607 686 A2	07/27/94	Europe ✓				

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EXAMINER

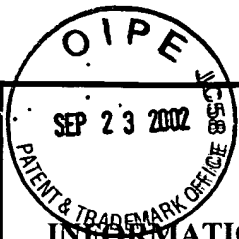
*Lin Brown*

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	U	5,890,135	03/30/99	Powell ✓	705	14	
	V	5,893,075	04/06/99	Plainfield et al. ✓	705	14	
	W	5,918,211	06/29/99	Sloane ✓	705	16	
	X	5,923,016	07/13/99	Fredregill et al. ✓	235	380	

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							Yes	No
TB	Y	WO 95/03570	02/02/95	PCT (Abstract) ✓				
I	Z	WO 98/28699	07/02/98	PCT ✓				

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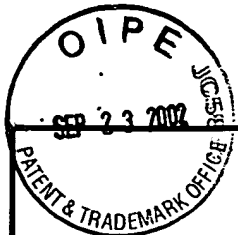
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	CC	6,014,634	01/11/00	Scroggie et al. ✓	705	14	
	DD	6,026,370	02/15/00	Jermyn ✓	705	14	
	EE	6,035,281	03/07/00	Crosskey et al. ✓	705	14	
	FF	6,049,778	04/11/00	Walker et al. ✓	705	14	
	GG	6,076,068	06/13/00	DeLapa et al. ✓	705	14	
	HH	6,076,069	06/13/00	Laor ✓	705	14	
	II	6,144,948	11/07/00	Walker et al. ✓	705	38	
	JJ	US 6,173,274 B1	01/09/01	Ryan, Jr. ✓	705	408	
	KK	US 6,185,545 B1	02/06/01	Resnick et al. ✓	705	40	

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							Yes	No
TB	LL	JP 10187318 A	07/14/98	Japan (Abstract) ✓				
1	MM	WO 00/21004	04/13/00	PCT ✓				

## OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

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f	OO	US 6,336,095 B1	01/01/02	Rosen ✓	705	1	
f	PP	US 6,349,288 B1	02/19/02	Barber ✓	705	26	

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							Yes	No

## OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

TB	QQ	"Definition for: point of sale", (http www computeruser com/resources/dictionary/defintion html?lookup=).					
	RR	Brochure: "Inside: A year of free TIME from Sprint", TIME Inc., undated. ✓					
	SS	Gifis, Steven H., "Law Dictionary", Barron's Educational Series, Inc., undated. ✓					
	TT	Booker, Ellis, "Checkout Lines to offer more than just candy and waiting", Computerworld, May 21, 1990, Section: PCs & Workstations, pg. 47. ✓					
	UU	"Cellular wrong signals", Newsday, July 22, 1993, pg. 39, ISSN: 0278-5587. ✓					
	VV	Spoor, Dana L., "Selling a free phone", Cellular Business, February 1994, pp. 58-62, Vol. 11, No. 2, ISSN: 0741-6520. ✓					
	WW	"AltaVista Signup - AltaVista's special offer to you,...", AltaVista, Copyright 1995-98. ✓					
	XX	Linnen, Herb et al., "AT&T comments on new FCC rules to curb 'slamming'", AT&T News Release, June 14, 1995. ✓					
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WALKER et al.

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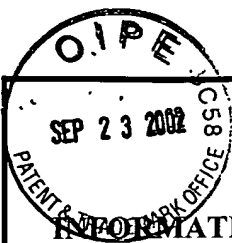
  

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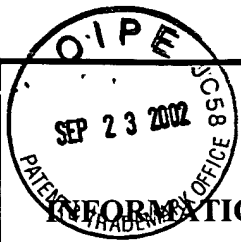


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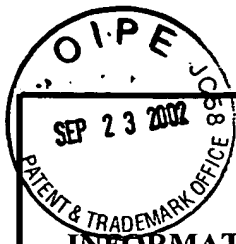
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